

Message Text

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PAGE 01 KHARTO 01267 241150Z

72

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 W

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R 240907Z MAY 75

FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 9914

UNCLAS KHARTOUM 1267

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: INITIAL MARKETING EFFORT IN AFRICA BY AMERICAN FIRM

REF: STATE A-3247, 5/7/75

1. REFAIR RECEIVED MAY 20. IF EMBASSY IS TO MEET DEADLINES AND STILL DO REASONABLY GOOD JOB OF RESPONDING TO SUCH REQUESTS, AIRGRAMS WILL HAVE TO BE SENT OUT AT LEAST TWO WEEKS EARLIER, I.E., FIVE WEEKS BEFORE RESPONSE IS REQUIRED.

2. 1973 GOS STATISTICS FOR ALL RPT ALL TYPES OF PUMPS SHOW IMPORTS OF LS 1,076,267 (LS 1.00 EQUALS \$2.50). FURTHER BREAK-DOWN NOT AVAILABLE. WE ARE AWARE OF NO LOCAL PRODUCTION.

3. PRIMARY USE FOR TRW PRODUCTS WOULD APPEAR TO BE IN IRRIGATED FARMING SECTOR, FOR WHICH SUDAN HAS PROBABLY LARGEST POTENTIAL IN AFRICA. DRILLS COULD BE USED IN HIGHWAY CONSTRUCTION, NOW BEING GIVEN PRIORITY HERE, AND IN OIL EXPLORATION (BEING UNDERTAKEN BY CHEVRON). THERE IS TALK ABOUT A WOOD, PULP AND PAPER INDUSTRY, FOR WHICH (IN SOUTH) POTENTIAL IS ALSO GREAT, BUT THUS FAR NO CONCRETE PLANS HAVE BEEN PRODUCED.

4. NUMBER OF MAJOR AGRICULTURAL SCHEMES ARE IN PROCESS OF DEVELOPMENT, ALTHOUGH SOME HAVE ALREADY SELECTED MOST EQUIPMENT. WITH GENERAL BUSINESS ACTIVITY GROWING, DUE LARGE INFLUX OF FOREIGN CAPITAL, AND WITH ATMOSPHERE RECEPTIVE TO US PRODUCTS, BELIEVE TRW WOULD FIND VISIT TO SUDAN WORTH-WHILE.

BREWER

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PAGE 02 KHARTO 01267 241150Z

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